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**TAJIKISTAN**

## SUCCESS STORY

# A Firm Finds Buyers in Afghanistan

### **A Tajik firm provides furniture for a middle school in Afghanistan's Badakshan Region**



*Doro LLC took part in EDP-led delegation to the Rebuild Afghanistan Trade Fair in Kabul in November 2005.*

*USAID's Enterprise Development Project Helps Tajiks firms improve their competitiveness and locate new markets.*

Doro LLC is a well-known retailer in Dushanbe, Tajikistan that specializes in office equipment and computers, furniture, mobile phones, and other electronic goods. They also own a subsidiary company Art Echo that manufactures school and office furniture. Art Echo has been a USAID Enterprise Development Project (EDP) client since June 2004, when the company received assistance in developing its Strategic Action.

When EDP invited Doro to join the regional trade delegation to the Rebuild Afghanistan Trade Fair in Afghanistan in November 2005, Doro's main goal was to promote its Art Echo line of furniture for export. Although the company did not sign any contracts at the exhibition itself, they made many contacts with companies that were interested in Doro's high quality yet inexpensive furniture. Doro also left samples of their furniture with an economic relations officer at the Tajik Embassy in Kabul.

This proved to be a good move for Doro. Shortly after the fair, Doro's director Abduahad Ashurov was contacted by the Afghan company Koofab Ltd, interested in purchasing 400 sets of desks and chairs for a middle school in Rushon in the mountainous Badakshan Region in northeast Afghanistan that borders Tajikistan. The region is particularly underdeveloped so the provision of this furniture will have a great impact on the 800 students studying at the school. On January 19, 2006, Art Echo signed a contract for \$46,500 to sell 400 sets of school furniture to Koofab Ltd. Doro and Koofab are now preparing a partnership agreement for future school rehabilitation projects in Afghanistan.

Participation in the Rebuild Afghanistan Exhibition was an excellent investment for Doro. They have found an additional market for their furniture and have formed a partnership with an Afghan company. They are also helping Afghan children prepare for the future by providing furniture that will significantly improve the conditions in Afghan schools.